

ABSTRACT

Plastic shopping bags having attached promotional ad strips are described. In bags have gusseted side edges the ad strips are attached within or above the gussets either by heat sealing the strip to the bottom seal and adhering the other end of the strip at the 5 upper end of the bag or adhering the strip to the bag at both ends. In non-gusseted bags, the strips are either heat sealed to the bottom seal and adhered to the upper end of the bag or the strips are adhered at both ends to the front or rear surfaces of the bag. In gusseted T-shirt type handle bags, the intermediate portion of the ad strip is adhered to either the inside or the outside of the gusset. The strips include promotional advertising on at least 10 one surface and include perforations allowing the advertising to be removed from the remainder of the strip.